

CLAIMS

1. 1. A method for providing media to a user via an interactive media services client device  
2. coupled to a programmable media services server device, said method comprising steps of:  
3. receiving user input identifying a media rental, wherein a defined access duration is  
4. associated with said media rental;  
5. receiving user input requesting that the access duration be extended; and  
6. extending the access duration.
1. 2. The method of claim 1, further comprising the step of:  
2. providing the user with pricing information related to the time period extension.
1. 3. The method of claim 1, wherein a price charged for extending the time period depends on  
2. information entered by a system operator via a control menu.
1. 4. The method of claim 1, wherein a price charged for extending the time period is computed by  
2. an algorithm stored in memory within the server device.
1. 5. The method of claim 1, wherein the media rental is a movie.
1. 6. The method of claim 1, wherein user input is received via a remote control device.
1. 7. The method of claim 1, wherein the user selects the media rental and requests the access  
2. period extension by selecting options displayed on a display device.
1. 8. The method of claim 7, wherein the display device is a television.
1. 9. The method of claim 1, further comprising the step of:  
2. presenting the user with the media rental.
1. 10. The method of claim 1, further comprising the step of:  
2. prior to the step of receiving user input requesting that the access duration be  
3. extended, alerting the user that there is insufficient rental time remaining for  
4. viewing a remainder of the media rental.

- 1 11. An interactive media services client device for presenting media to a user coupled to a  
2 programmable media services server device, said client device comprising:  
3 a processor; and  
4 memory configured to cause the processor to extend the access duration for a media  
5 rental in response to user input.
- 1 12. The interactive media services client device of claim 11, wherein a price charged for  
2 extending the access duration depends on information entered by a system operator via a  
3 control menu.
- 1 13. The interactive media services client device of claim 11, wherein a price charged for  
2 extending the access duration is computed by an algorithm stored in memory within the server  
3 device.
- 1 14. The interactive media services client device of claim 11, wherein the media rental is a movie.
15. The interactive media services client device of claim 11, wherein user input is received by the  
client device from a remote control device.
16. The interactive media services client device of claim 11, wherein the media rental is displayed  
on a television screen.

- 1 17. A programmable media services server device for presenting media to a user via an  
2 interactive media services client device, said server device comprising:  
3 a processor; and  
4 memory configured to cause the processor to extend the access duration for a media  
5 rental in response to user input.
- 1 18. The programmable media services server device of claim 17, wherein a price charged for  
2 extending the access duration depends on information entered by a system operator via a  
3 control menu.
- 1 19. The programmable media services server device of claim 17, wherein a price charged for  
2 extending the access duration is computed by an algorithm stored in memory within the server  
3 device.
- 1 20. The programmable media services server device of claim 17, wherein the media rental is a  
2 movie.
- 1 21. The programmable media services server device of claim 17, wherein user input is received  
2 by the client device from a remote control device.
- 1 22. The programmable media services server device of claim 17, wherein the media rental is  
2 displayed on a television screen.

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